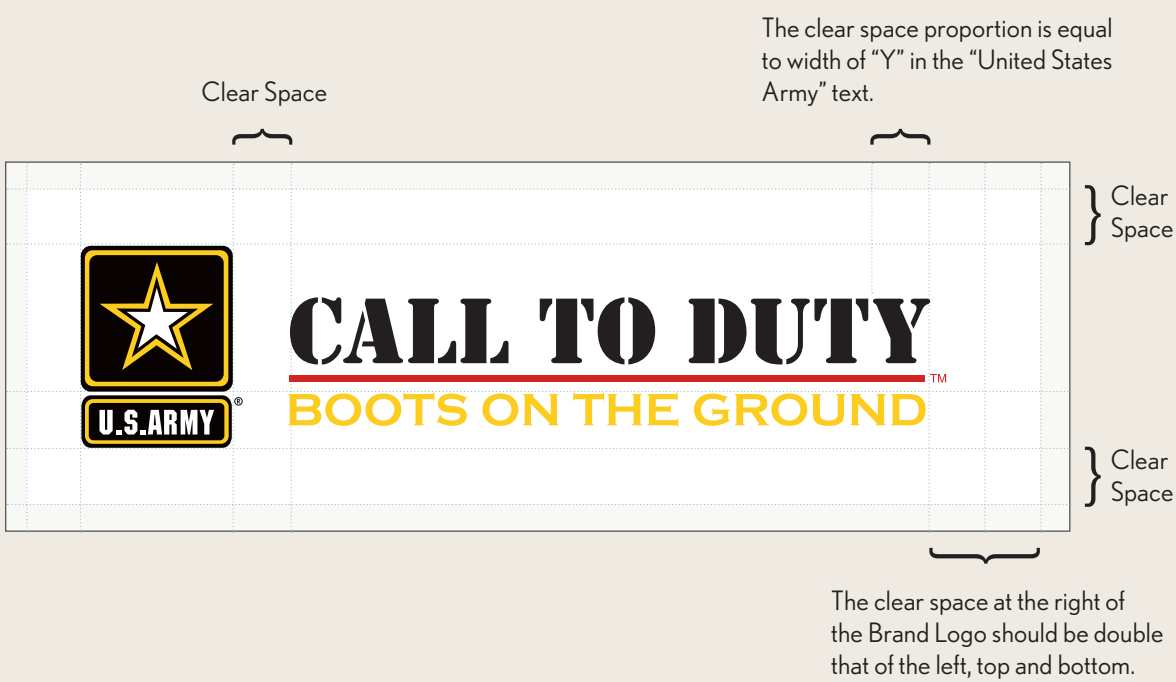




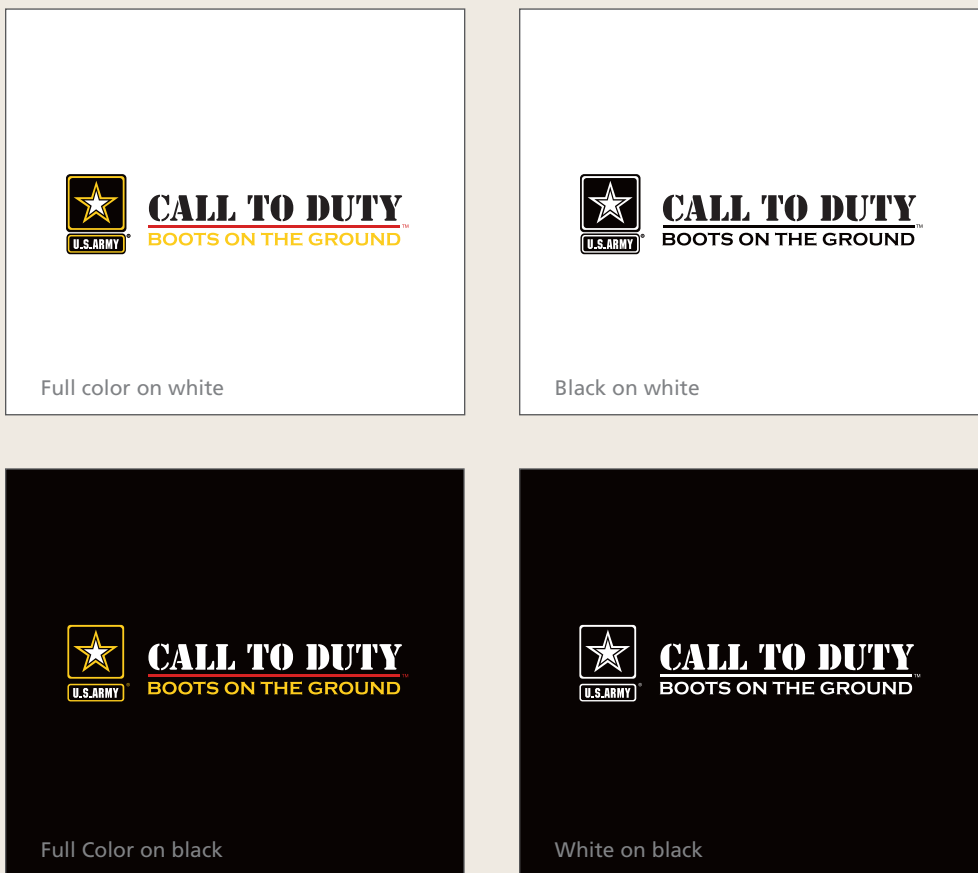
CALL TO DUTY

BOOTS ON THE GROUND™

Brand Logo (Proportions)



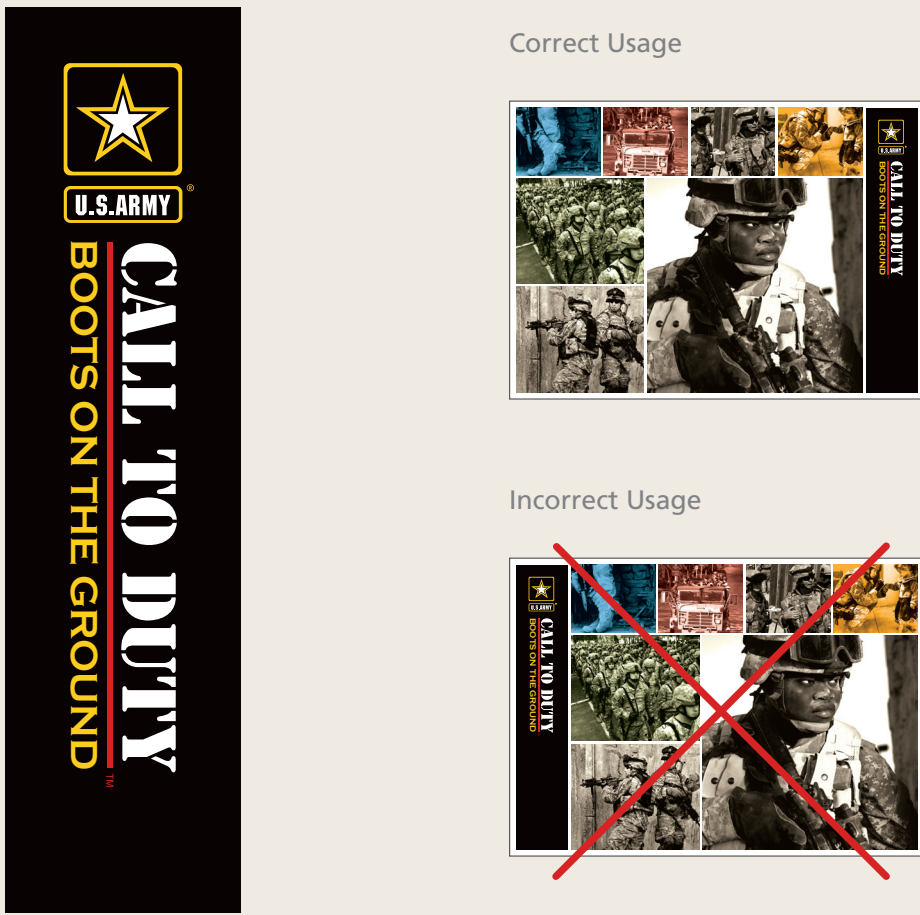
Brand Logo (Styles & Usage)



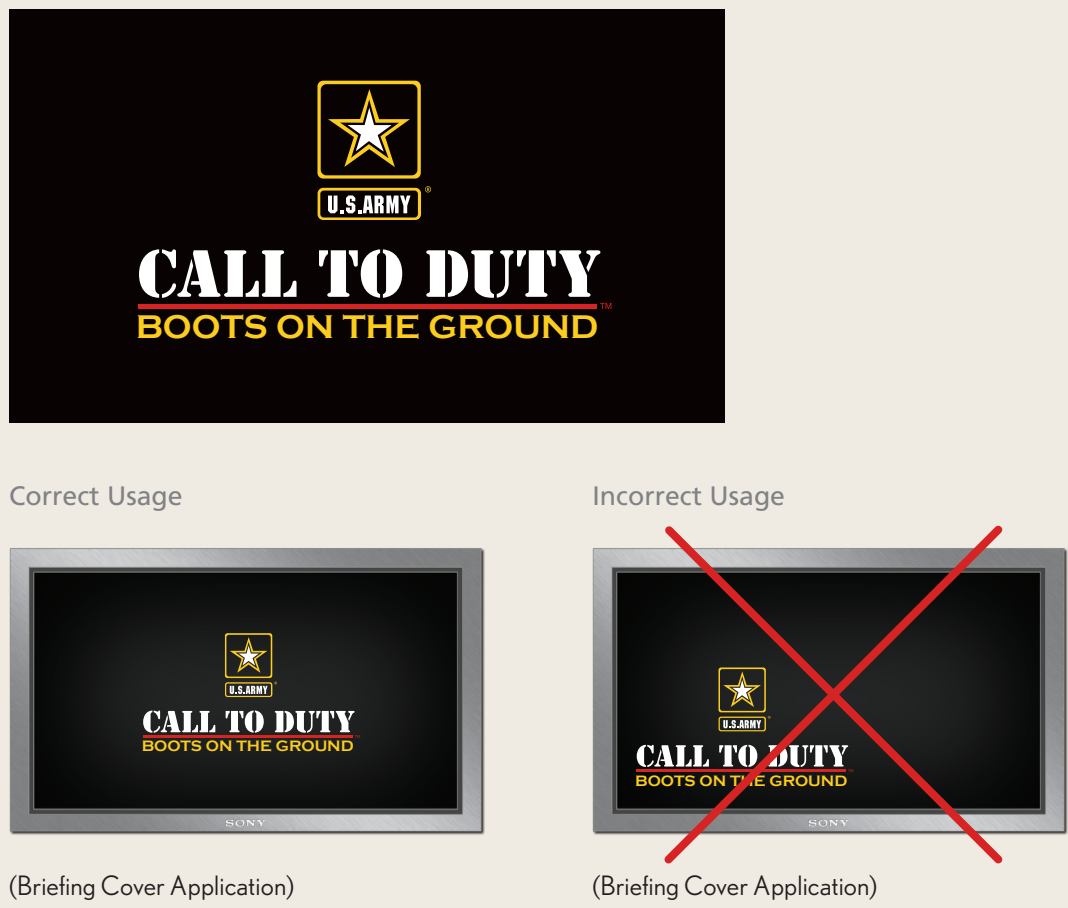
Brand Banner (Horizontal Usage)



Brand Banner (Vertical Usage)



Brand Banner (Centered Usage)



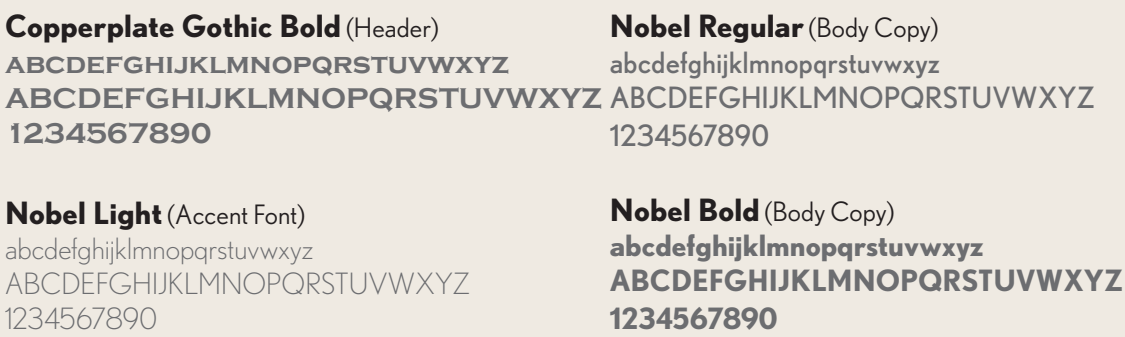
Brand Footer (Styles & Usage)



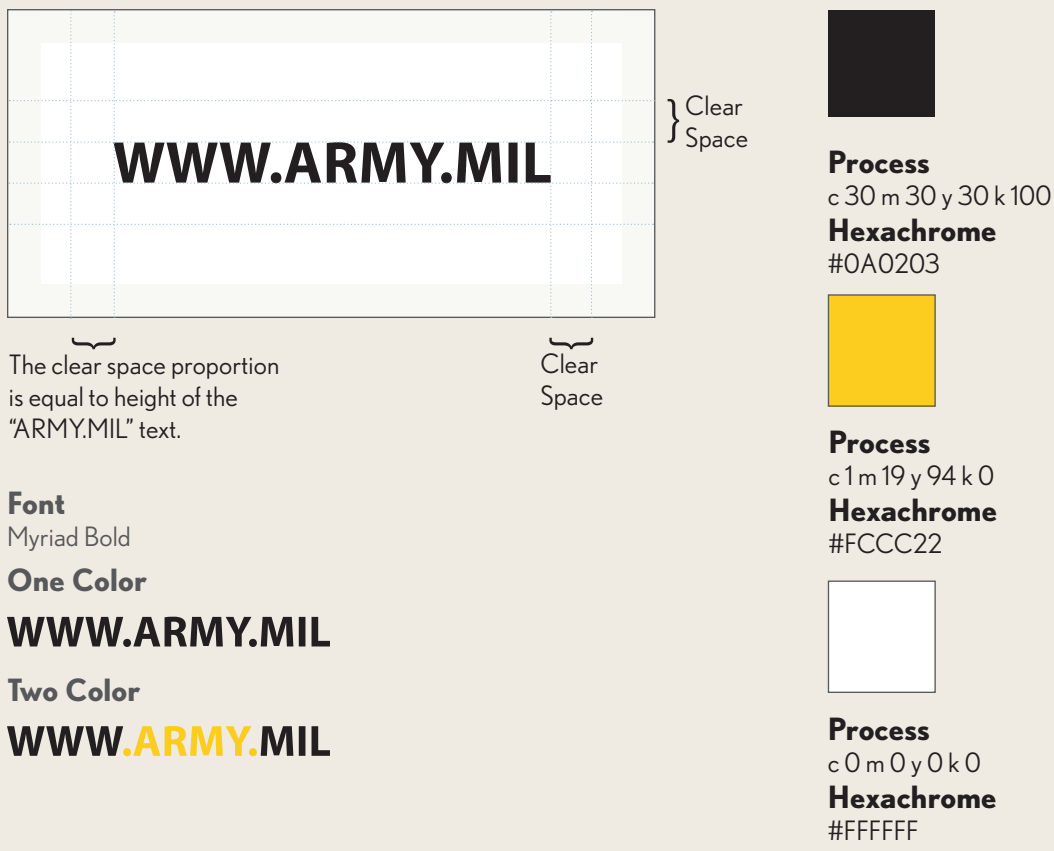
U.S. Army Logo (Styles & Usage)



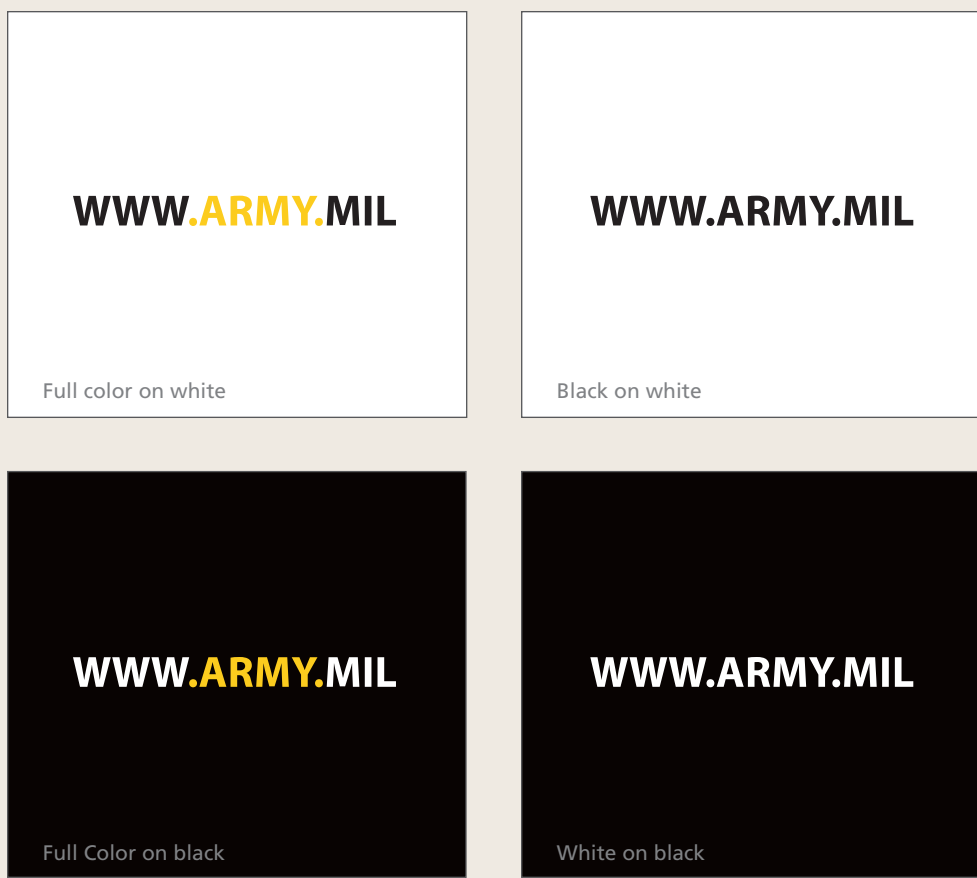
Brand Fonts



ARMY.MIL Logo (Proportions)



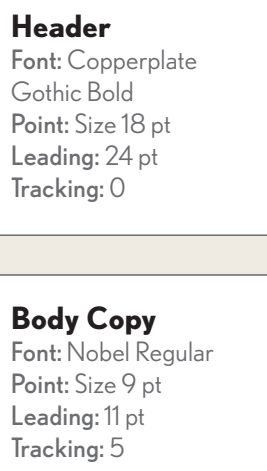
ARMY.MIL Logo (Styles & Usage)



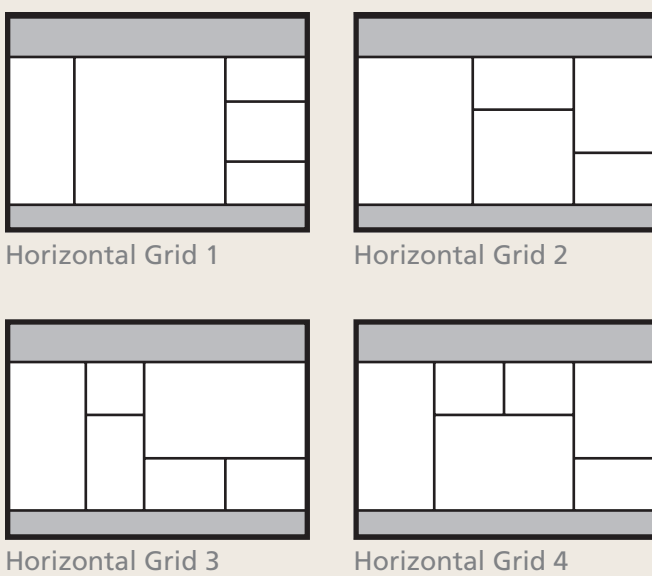
Sample Font Usage

THE ARMY'S CAMPAIGN QUALITY

Combatant commanders are responsible for winning wars and commanding the joint forces that fight them; however, the Army is responsible for providing the bulk of the manpower needed to achieve those victories, set the conditions for an enduring peace, and sustain those conditions as long as needed to achieve that peace. The campaign quality and joint and expeditionary capabilities of Army forces offer the President and combatant commanders diverse options for security cooperation, crisis response, and warfighting. The Army's campaign quality is expressed in its ability to conduct sustained operations on land with a variety of units for as long as it takes to accomplish the Nation's political objectives. Its expeditionary capability is seen in its versatile organizations able to promptly deploy and operate in austere environments across the range of military operations. The campaign quality and expeditionary capability of Army forces make them relevant to today's operational environment and ready to meet any challenge to the Nation's security or well-being

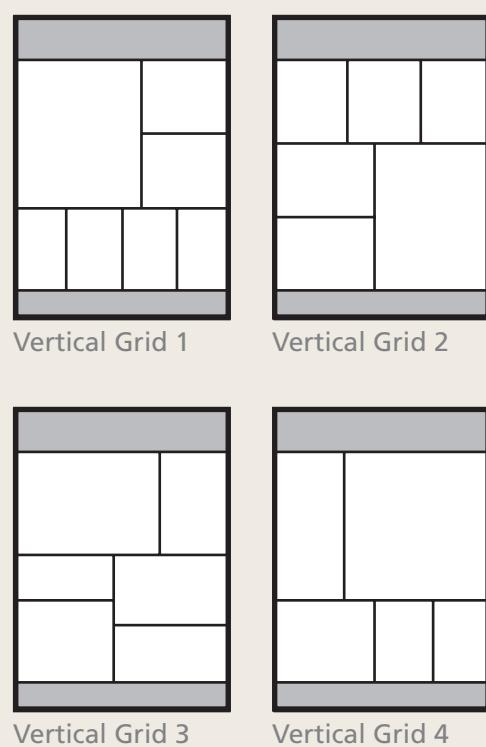


Horizontal Grid Templates

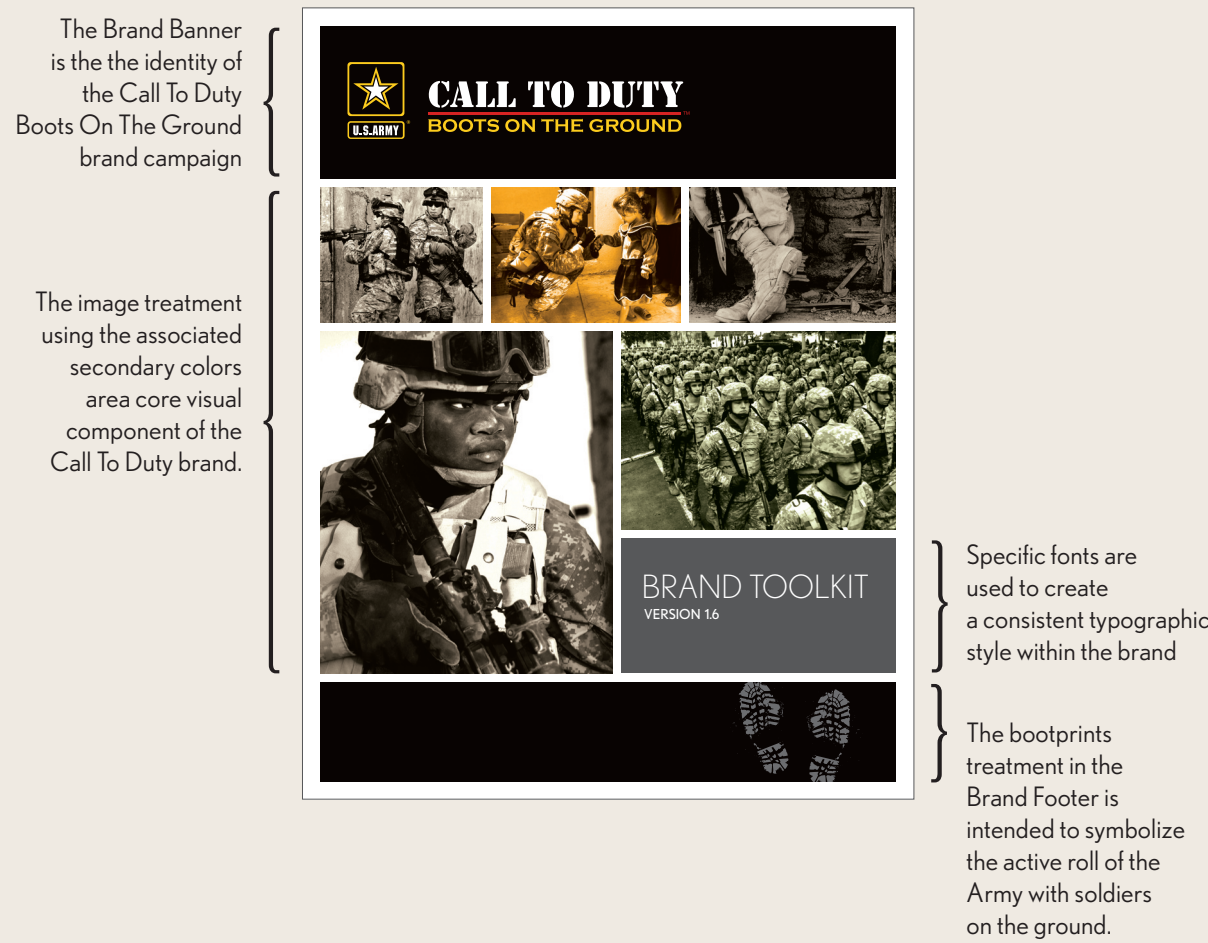


All the Horizontal and Vertical Grid Templates shown on this page are available for download as Vector EPS files at: www.army.mil/ctdbrand/downloads

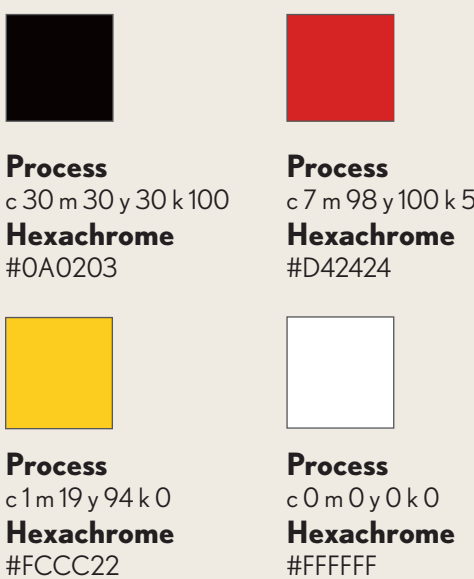
Vertical Grid Templates



Brand Diagram



Primary Colors (Values)



Secondary Colors (Values)



Color Overlay Effect

